

# AHLA Brand Corporate Benefits

As the largest U.S. lodging association uniting all segments of the industry, AHLA protects and supports branded properties through federal and state advocacy, provides valuable resources, and connects you to industry peers and leading service providers and suppliers.

## **ADVOCACY**

- Fight for responsible public policies to protect your business and ensure its growth
- Bring you to [Capitol Hill](#) to make your voice heard and facilitate hosting [Heart of the House](#) tours for elected officials
- Represent you at all levels of government - local, state and Federal
- Enable you to act quickly on critical advocacy issues via [HotelsACT](#)
- Stay up to date on industry issues with AHLA's Hotel Lobby, a weekly newsletter covering what you need to know

## **RESOURCES**

- AHLA website and social media to increase visibility for your company
- Discounts from AHLEI for industry-specific [trainings and certifications](#)
- Campaigns that support your business (e.g. [Safe Stay](#), [Responsible Stay](#) & [No Room for Trafficking](#))
- AHLA's growing [Resource Hub](#) contains numerous resources to support your hotel's operations
- AHLA's [New Member Welcome Kit](#), filled with helpful resources and one-pagers provided by our AHLA Premier Partners
- Key technology resources and insights from [HTNG](#) to improve operations and reduce costs
- [AHLA Foundation programs](#) to address workforce development

## **CONNECTIVITY**

- Networking opportunities with AHLA membership, which represents over 80% of the U.S. hotel industry, through our national and local [events](#)
- A seat on [AHLA committees](#) to keep your finger on the pulse of the industry, make meaningful connections with important decision makers, and help shape the road ahead
- Industry data, emerging trends, and legislative news updates as a member of AHLA's prominent [GM Network](#) or [Owners Network](#)
- Industry leader advancement with the [FORWARD / NETWORK](#)
- Industry innovation collaboration and support through one of [HTNG workgroups](#)
- Critical and actionable advocacy updates through [HotelsACT](#)
- Eligible to be a member of the [AHLA Board](#)

To check the AHLA membership status of your company or inquire about becoming a member, contact Jess Potashnik at [jpotashnik@ahla.com](mailto:jpotashnik@ahla.com) or (202) 289-3139.